

Privacy Policy

Status: 15.10.2025

Responsible for the processing of data is:

Bingenheimer Saatgut AG
Kronstr. 24
61209 Echzell
Germany
E-Mail: info@bingenheimersaatgut.de
Telephone: +49 6035 1899-0

Thank you for visiting our online shop. Protection of your privacy is very important to us.

Unless otherwise specified in detail, our service providers and partners mentioned here process your personal data transmitted when using our website in third countries either on the basis of an adequacy decision of the EU Commission in accordance with Art. 45 GDPR (https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_en) or on the basis of a data processing agreement using the EU standard contractual clauses in accordance with Art. 46 para. 2 items c) and d) GDPR; in this agreement, the provider has undertaken to comply with EU data protection standards.

Below you will find extensive information about how we handle your data.

1. Access data and hosting

You may visit our website without revealing any personal information. With every visit on the website, the web server stores automatically only a so-called server log file which contains e.g. the name of the requested file, your IP address, the date and time of the request, the volume of data transferred and the requesting provider (access data), and documents the request. These access data are analysed exclusively for the purpose of ensuring the smooth operation of the website and improving our offer. This serves according to Art. 6 (1) 1 lit. f GDPR the protection of our legitimate interests in the proper presentation of our offer that are overriding in the process of balancing of interests. All access data are deleted no later than seven days after the end of your visit on our website.

Hosting

The services for hosting and displaying the website are partly provided by our service providers on the basis of processing on our behalf. Unless otherwise stated in this privacy policy, all access data and all data collected in forms provided for this purpose on this website are processed on their servers. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

2. Data processing for the purposes of processing the contract, establishing contact

2.1 Data processing for the purposes of performing the contract

For the purpose of performing the contract (including enquiries regarding the processing of any existing warranty and performance fault claims as well as any statutory updating obligations) in accordance with Art. 6 (1) (b) GDPR, we collect personal data if you provide it to us voluntarily as part of your order. Mandatory fields are marked as such, as in these cases we necessarily need the data to process the contract and we cannot send the order without their specification. Which data is collected can be seen from the respective input forms.

Further information on the processing of your data, in particular on the forwarding of the data to our service providers for the purpose of order, payment and shipping, can be found in the following sections of this privacy policy. After complete processing of the contract, your data will be restricted for further processing and deleted after expiry of the retention periods under tax and commercial law in accordance with Art. 6 (1) (c) GDPR, unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

2.2 Customer account

Insofar as you have given your consent to this in accordance with Art. 6 (1) (a) GDPR by deciding to open a customer account, we will use and store your data for the purpose of opening the customer account as well as for further future orders on our website. Deletion of your customer account is possible at any time and can be done either by sending a message to the contact option described in this privacy policy or via a function provided for this purpose in the customer account. After deletion of your customer account, your data will be deleted unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

2.3 Establishing contact

As part of our customer communication, we collect personal data in order to process your enquiries in accordance with Art. 6 (1) (b) GDPR if you voluntarily provide us with this data when contacting us (e.g. via contact form or e-mail). Mandatory fields are marked as such, as in these cases we necessarily need the data to process your enquiry. Which data is collected can be seen from the respective input forms. After your enquiry has been fully processed, your data will be deleted unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

3. Data processing for the purposes of shipment

We forward your data to the shipping company within the scope required for the delivery of the ordered goods according to Art. 6 (1) (b) GDPR. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

Data transmission to a shipping provider for the purpose of shipment notification

Provided that you have given us your explicit consent, during or after your order, we will forward your email address and phone number in accordance with Art. 6 (1) (a) GDPR to the selected shipping provider in order to enable them to contact you for the purpose of shipment notification or coordination prior to shipment.

This consent may be withdrawn at any time by sending a message to the contact information described in this privacy policy or directly to the shipping provider using the contact address listed below. After consent withdrawal, we will delete the data you have provided for this purpose, unless you have expressly consented to further use of your data or we have reserved the right to use your data for other purposes which are permitted by law and about which we inform you in this privacy policy. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

United Parcel Service Deutschland S.à r.l. & Co. OHG
Görlitzer Straße 1
41460 Neuss
Germany

DHL Paket GmbH
Sträßchensweg 10
53113 Bonn
Germany

4. Data processing for the purposes of payment

As part of the payment process in our online shop, we work together with these partners: technical service provider, credit institution, payment service provider.

4.1 Data processing for the purposes of transaction processing

Depending on the selected payment method, we forward the data necessary for processing the payment transaction to our technical service providers, who act for us on the basis of processing on our behalf or to the authorised credit institutions or to the selected payment service provider insofar as this is necessary for the payment process. This serves the fulfilment of the contract according to Art. 6 (1) (b) GDPR. In certain cases, payment service providers collect the data required for processing the payment themselves, e.g. on their own website or via technical solution within the ordering process. In this respect, the privacy policy of the respective payment service provider applies. If you have any questions about our payment processing partners and the basis of our cooperation with them, please use the contact option described in this privacy policy.

4.2 Data processing for the purposes of fraud prevention and optimisation of our payment processes

We may forward other data to our service providers, which they use for the purpose of fraud prevention and to optimise our payment processes (e.g. invoicing, processing of contested payments, accounting support) together with the data necessary to process the payment as our processors. This serves to safeguard our legitimate interests in fraud prevention or an efficient payment management in accordance with Art. 6 (1) (f) GDPR that are overriding in the process of balancing of interests.

5. Marketing via E-Mail, post

5.1 E-Mail newsletter with subscription and newsletter tracking

If you subscribe to our newsletter, we will regularly send you our email newsletter based on your consent according to Art. 6 (1) (a) GDPR, using the data required or disclosed by you separately for this purpose.

You can unsubscribe from the newsletter at any time. This can either be done by sending a message to the contact option described in this privacy policy or via a link provided for this purpose in the newsletter. After unsubscribing, we will delete your e-mail address from the list of recipients, unless you have expressly consented to the further use of your data according to Art. 6 (1) (a) GDPR or we have reserved the right to use your data for other purposes that are permitted by law and about which we inform you in this privacy policy.

We would like to point out that we evaluate your user behaviour when sending the newsletter. For this purpose, we also analyse your interaction with our newsletter by measuring, storing and evaluating opening rates and click-through rates for the purpose of

designing future newsletter campaigns ("newsletter tracking"). For this evaluation, the emails sent contain single-pixel technologies (e.g. so-called web beacons, tracking pixels) that are stored on our website. For the evaluations, we link the following "newsletter data" in particular

- the page from which the page was requested (so-called referrer URL),
- the date and time of the request,
- the description of the type of web browser used,
- the IP address of the requesting computer,
- the e-mail address,
- the date and time of registration and confirmation

and the single-pixel technologies with your e-mail address or your IP address and, if applicable, an individual ID. Links contained in the newsletter may also contain this ID. If you do not wish to receive newsletter tracking, it is possible to unsubscribe from the newsletter at any time - as described above. The information will be stored as long as you have subscribed to the newsletter.

5.2 E-Mail-Newsletter without registration and your right to object

In accordance with Art. 6 para. 1 lit. f) GDPR, we reserve the right to further legally permitted use of your data after fulfilment of the contract based on our legitimate interest, in particular to strengthen customer loyalty through advertising. For this purpose, we may send you offers and information by postal mail and – insofar as permitted under Art. 13 para. 2 of Directive 2002/58/EC (ePrivacy Directive) – direct marketing by email for our own similar goods or services. To this end, we may transfer the necessary data (such as your name and address) to a service provider who processes them on our behalf for the purpose of sending advertising communications.

You may object to the storage and use of your data for these purposes at any time by contacting us using the contact details provided. In the event of an objection to the use of your data for marketing purposes, we will restrict further processing and delete the data after the applicable tax and commercial retention periods have expired, unless you have expressly consented to further use or we are required to retain the data to protect our legitimate interests pursuant to Art. 6 para. 1 lit. f) GDPR – for example, in order to assert or defend legal claims related to the contract.

5.3 Newsletter mailing

The newsletter and the newsletter tracking shown above may also be sent by our service providers as part of processing on our behalf. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

5.4 Sending review requests by e-mail

If you have given us your explicit consent to do so during or after placing your order in accordance with Art. 6 (1) (a) GDPR, we will use your e-mail address to request an review of your order via the review system we use. This consent can be withdrawn at any time by sending a message to the contact option described in this privacy policy or via a link provided for this purpose in the review request.

After you have withdrawn your consent, we will delete your e-mail address from the recipient list unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we have reserved the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

The review requests may also be sent by our service provider Trusted Shops AG Subbelrather Str. 15C, 50823 Cologne ("Trusted Shops").

In the process, we receive information on the respective status through Trusted Shops (e.g. whether the review request was sent out or received). This is done in accordance with Art. 6 (1) (f) GDPR to fulfill our legitimate interest in receiving information about the review requests in order to make optimizations based on them, if necessary, as well as to fulfill the legitimate interest of Trusted Shops in being able to offer this service.

We and Trusted Shops act as joint controllers in regards to sending review requests and the collection and display of review or status information.

Within the framework of the joint controllership between us and Trusted Shops, please contact Trusted Shops if you have any data protection questions or wish to assert your rights. You can find their contact details [here](#). Further information on data protection can be found in the following link [here](#). Regardless of this, you can also always contact us using the contact option described in this privacy policy. Your inquiry will then, if necessary, be passed on to the party responsible for responding to it.

5.5 Postal advertising and your right to opt out

Furthermore, we reserve the right to use your first and last name and your postal address for our advertising purposes, e.g. for sending interesting offers and information about our products by post. This serves to safeguard our legitimate interests in promoting and advertising our products to customers according to Art. 6 (1) (f) GDPR that are overriding in the process of balancing of interests. You can opt out of the storage and use of your data for these purposes at any time by sending a message to the contact option specified below. After you have withdrawn your consent, we will delete your address from the recipient list unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we have reserved the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

The advertisements are sent to you by our service provider who processes data on our behalf and to whom we disclose your data for this purpose. If you have any questions about our

service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

6. Vouchers

We use the data provided in the context of an order for vouchers ordered from us to check and process the order and to send and redeem the voucher. This also includes logging and processing the data associated with the use of the voucher, in particular to prevent fraud.

We also store the following data for these purposes:

- Date of issue
- Voucher value
- E-mail addresses of the recipient and the purchaser
- Voucher code
- Personalization data (if provided by you)
- Name of the person entitled to the voucher
- Time of voucher redemption
- Name of the redeemer and the order number and order data

7. Cookies and further technologies

7.1 General information

In order to make visiting our website attractive and to enable the use of certain functions, to display suitable products or for market research, we use technologies on various pages, including so-called cookies. Cookies are small text files that are automatically stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your end device and enable us to recognise your browser during your next visit (persistent cookies).

Protection of privacy for terminal devices

When you use our online services, we use technologies that are absolutely necessary in order to provide the telemedia service you have expressly requested. The storage of information in your terminal device or access to information that is already stored in your terminal device does not require consent in this respect.

For functions that are not absolutely necessary, the storage of information in your terminal device or access to information that is already stored in your terminal device requires your consent. Please note that if you do not give your consent, parts of the website may not be available for unrestricted use. Any consent you may have given will remain valid until you adjust or reset the respective settings in your terminal device.

Any downstream data processing through cookies and other technologies

We use such technologies that are strictly necessary for the use of certain functions of our website (e.g. shopping cart function). These technologies are used to collect and process IP addresses, time of visit, device and browser information as well as information on your use of our website (e.g. information on your preferences). This serves to safeguard our legitimate interests in an optimised presentation of our offer that are overriding in the process of balancing of interests according to Art. 6 (1) (f) GDPR.

In addition, we use technologies to fulfil the legal obligations, which we are subject to (e.g. to be able to prove consent to the processing of your personal data) as well as for web analysis and online marketing. Further information on this, including the respective legal basis for data processing, can be found in the following sections of this privacy policy.

What types of cookies are being used?

Functional cookies: These cookies are used for certain features of our website, e.g. to improve the website's navigation, or deliver to you customised and relevant information (e.g. ads that match your interests).

Marketing cookies: These cookies record information about your visit to the website, previously viewed pages and links you clicked. We use this information to tailor our website and displayed ads to your interests.

Analytical / performance cookies: These cookies enable collecting anonymised data about user behaviour on our website. We analyse them e.g. to improve the functionality of our website and recommend you products that will be interesting to you.

Essential cookies: These cookies are necessary to enable you to use our website. This includes e.g. cookies that enable you to log into the customer area or add items to your shopping cart.

Cookie settings

You can find the cookie settings for your browser by clicking on the following links:

[Microsoft Edge™](#) / [Safari™](#) / [Chrome™](#) / [Firefox™](#) / [Opera™](#)

If you have consented to the use of the technologies in accordance with Art. 6 (1) (a) GDPR, you can withdraw your consent at any time by sending a message to the contact option described in the privacy policy. Alternatively, you can also click on the following link:

<https://www.bingenheimersaatgut.de/en/privacy-policy-cookie-restriction-mode>. If cookies are not accepted, the functionality of our website may be limited.

7.2 Cookiebot Consent Management Plattform

On our website we use Cookiebot to inform you about the technologies we use on our website and to obtain, manage and document your consent to the processing of your personal data by these technologies. This is required under Art. 6 (1) (c) GDPR to fulfil our

legal obligation under Art. 7 (1) 1 GDPR to be able to prove your consent to the processing of your personal data, to which we are subject. The consent management service Cookiebot is an offer from Usercentrics A/S, Havnegade 39, 1058 Copenhagen, Denmark, which processes your data on our behalf.

After submitting your cookie declaration on our website, Cookiebot's web server stores your anonymized IP address, the date and time of your declaration, browser information, the URL from which the declaration was sent, information about your consent behaviour and an anonymous random key. In addition, a "CookieConsent" cookie is used, which contains information about your consent behaviour and the key. Your data will be deleted after twelve months, unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use your data for other purposes that are legally permitted and about which we inform you in this privacy policy.

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: USA.

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available.

7.3 Information on third country transfer (data transfer to third countries)

We use technology from service providers on our website whose headquarters and/or server locations may be in third countries outside the EU or EEA. If there is no EU Commission adequacy decision for this country, an adequate level of data protection must be ensured by means of other suitable guarantees.

Suitable guarantees in the form of contractually agreed standard contractual clauses of the EU Commission or binding internal data protection rules (Binding Corporate Rules) are possible in principle, but require a prior review by the contracting parties as to whether an adequate level of protection can be guaranteed. According to the case law of the ECJ, it may be necessary to take additional protective measures for this purpose.

In principle, we have agreed the standard data protection clauses issued by the EU Commission with the technology providers we use who process personal data in a third country. Where possible, we also agree on additional safeguards to ensure that sufficient data protection is guaranteed in the third countries without an adequacy decision.

Notwithstanding this, it may happen that, despite all contractual and technical measures, the level of data protection in the third country does not correspond to that in the EU. For these cases, we ask you, if necessary, in the context of cookie consent, for your consent in accordance with Art. 49 (1) lit. a GDPR to the transfer of your personal data to a third country.

In particular, there is a risk that local authorities in the third country may not have sufficiently limited access rights to your personal data from a European data protection

perspective, that we as the data exporter or you as the data subject may not be aware of this and/or that you may not have sufficient legal remedies to prevent and/or take action against such access.

In particular, the following countries are currently among the third countries without an adequacy decision by the EU Commission (example enumeration):

China

Russia

Taiwan

You can find out which third countries we transfer data to in the data protection notices for the respective tool and/or service we use for consent management/Consent Manager Platform (CMP).

8. Use of cookies and other technologies

We use the following cookies and other third-party technologies on our website. Unless otherwise specified for the individual technologies, this is done on the basis of your consent in accordance with Art. 6 (1) (a) GDPR. The data collected in this context will be deleted after the relevant purpose has been fulfilled and we have ended the use of the respective technology. You can withdraw your consent at any time with effect for the future. Further information on your withdrawal options can be found in the section "cookies and further technologies". Further information, including the basis of our cooperation with the service providers can be found within the respective technologies. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

Other providers of web analytics - and online-marketing-services

8.1 Use of Matomo as a software solution for web analytics

For the purpose of web analytics, the software Matomo of [InnoCraft](#) Ltd., 7 Waterloo Quay, PO Box 625, 6140 Wellington, New Zealand automatically collects and stores data (IP address, time of visit, device and browser information as well as information on your use of our website), from which user profiles are created using pseudonyms. Cookies may be used for this purpose. The pseudonymised user profiles will not be merged with personal data about the bearer of the pseudonym without explicit consent of the user, which must be given separately. The data processing by Matomo takes place on our servers.

8.2 Use of Hotjar for web analytics

For the purpose of web analytics, technologies of [Hotjar](#) Ltd., Dragonara Business Centre 5th Floor, Dragonara Road, Paceville St Julian's STJ 3141, Malta (hereinafter „Hotjar“) are used to automatically collect and store data (IP address, time of visit, device and browser information as well as information on your use of our website), from which user profiles are

created using pseudonyms. Cookies can be used for this purpose. The pseudonymised user profiles are not merged with personal data about the bearer of the pseudonym without the express consent of the user, which must be given separately. Hotjar acts on our behalf.

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: United Kingdom, USA.

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available.

8.3 Limited use of Google services

We attach great importance to the protection of personal data and only use Google services on this website to a very limited extent. In particular, we do not use Google Ads conversion tracking, remarketing or Google Tag Manager, nor do we integrate Google Fonts or YouTube videos via Google servers.

Although we place advertisements via Google Ads, there is no link to our website. This means that no Google Ads scripts are integrated on our website, no corresponding cookies are set and no tracking by Google takes place on our site.

To analyze website visits, we use Matomo, a data protection-friendly open source web analysis tool that is operated on our own servers. Matomo works pseudonymously and enables us to statistically evaluate page access without passing the data on to third parties.

8.4 hCaptcha

We use the hCaptcha anti-bot service (hereinafter "hCaptcha") on our website. This service is provided by Intuition Machines, Inc., a Delaware US Corporation ("IMI"). hCaptcha is used to check whether the data entered on our website (such as on a login page or contact form) has been entered by a human or by an automated program. To do this, hCaptcha analyzes the behavior of the website or mobile app visitor based on various characteristics. This analysis starts automatically as soon as the website or mobile app visitor enters a part of the website or app with hCaptcha enabled. For the analysis, hCaptcha evaluates various information (e.g. IP address, how long the visitor has been on the website or app, or mouse movements made by the user). The data collected during the analysis will be forwarded to IMI. hCaptcha analysis in the "invisible mode" may take place completely in the background. Website or app visitors are not advised that such an analysis is taking place if the user is not shown a challenge. According to the data processing agreement and information provided by Intuition Machines, Inc., your IP address is protected by hashing and anonymization and processed within the EEA. Data processing is based on Art. 6(1)(f) of the GDPR (DSGVO): the website or mobile app operator has a legitimate interest in protecting its site from abusive automated crawling and spam. IMI acts as a "data processor" acting on behalf of its customers as defined under the GDPR, and a "service provider" for the purposes of the

California Consumer Privacy Act (CCPA). For more information about hCaptcha and IMI's privacy policy and terms of use, please visit the following links: www.hcaptcha.com/privacy and www.hcaptcha.com/terms

8.5 OpenStreetMap

We use a map excerpt from OpenStreetMap on our website (www.openstreetmap.de), which is an open source mapping service to help you locate us and thus simplify your planning. In order for you to have access to the map, your IP address is forwarded to OpenStreetMap servers after you have explicitly requested the content to be displayed.

When using the route planner function, the location of your starting point will also be sent there. Our legitimate interest according to Art. 6 I lit. f) DSGVO for the use of the map service is the display and convenient locatability of our site.

If you would like to find out how your data is stored on OpenStreetMap, please visit the OpenStreetMap privacy page [here](#) or [here](#).

8.6 Seed calculator

For the seed calculator, we use the technical solution of the ‚Micro-Farm Planner‘ from Rukola Soft UG (haftungsbeschränkt), Schierkenring, 14, 38543 Hillerse, Germany. Further information on data processing can be found here: <https://www.micro-farm-planner.com/en/imprint-and-data-protection/>

9. Integration of the Trusted Shops Trustbadge/other widgets

Provided that you have given your consent in accordance with Art. 6 (1) (a) GDPR, Trusted Shops widgets are integrated on this website to display the Trusted Shops services (e.g. Trustmark, collected reviews) and to offer buyers Trusted Shops products after they have placed an order.

The Trustbadge and the services advertised with it are an offer of Trusted Shops AG, Subbelrather Str. 15C, 50823 Cologne ("Trusted Shops"), with whom we are jointly responsible for data protection according to Art. 26 GDPR. Within the scope of this data protection notice, we inform you in the following about the essential contractual contents in accordance with Art. 26 (2) GDPR.

Within the framework of the joint responsibility existing between us and Trusted Shops AG, please preferably contact Trusted Shops using the contact options provided in [the privacy policy](#), if you have any data protection questions and wish to assert your rights. Irrespective of this, however, you can always contact the person responsible of your choice. Your enquiry will then, if necessary, be passed on to the other person responsible for a response.

9.1 Data processing when integrating the Trustbadge/other widgets

The Trustbadge is provided by a US-American CDN provider (content delivery network). An adequate level of data protection is ensured by an adequacy decision of the EU Commission,

which can be accessed [here](#) for the USA. Service providers from the USA are generally certified under the EU-U.S. Data Privacy Framework (DPF). Further information is available [here](#). Where service providers are not certified under the DPF, standard contractual clauses have been concluded as a suitable guarantee. When the Trustbadge is called up, the web server automatically saves a so-called server log file, which also contains your IP address, the date and time of the call-up, the amount of data transferred and the requesting provider (access data) and the call-up. Immediately after the data collection the IP address is anonymised so that the stored data cannot be assigned to you personally. The anonymised data are used in particular for statistical purposes and for error analysis.

9.2 Data processing after order completion

Provided you have given your consent, the Trustbadge accesses order information stored in your terminal equipment (order total, order number, product purchased if applicable) and your e-mail address after the order has been completed. Your e-mail address is hashed using a cryptological one-way function. The hash value is then transmitted to Trusted Shops with the order information in accordance with Art. 6 (1) (a) GDPR.

This serves to verify whether you are already registered for Trusted Shops services. If this is the case, further processing will take place in accordance with the [contractual agreement](#) between you and Trusted Shops. If you are not yet registered for the services or do not give your consent to automatic recognition via the Trustbadge, you will subsequently be given the opportunity to register manually for the use of the services or to conclude the insurance as part of your possibly already existing user contract.

For this purpose, the Trustbadge accesses the following information stored in the terminal equipment you use after you have completed your order: Order total, order number and email address. This is necessary so that we can offer you buyer protection. The data is only transmitted to Trusted Shops if you explicitly decide to take out buyer protection by clicking on the correspondingly designated button in the so-called Trustcard. If you decide to use the services, further processing is based on the contractual agreement with Trusted Shops in accordance with Art. 6 (1) (b) GDPR, in order to be able to complete your registration for buyer protection and insure the order, as well as to be able to subsequently send you rating invitations by e-mail if necessary.

Trusted Shops uses service providers in the areas of hosting, monitoring and logging. The legal basis is Art. 6 (1) (f) GDPR for the purpose of ensuring trouble-free operation. Processing may take place in third countries (USA and Israel). An adequate level of data protection is ensured in each case by an adequacy decision of the EU Commission, which can be accessed [here](#) for the USA and [here](#) for Israel. Service providers from the USA are generally certified under the EU-U.S. Data Privacy Framework (DPF). Further information is available [here](#). Where service providers are not certified under the DPF, standard contractual clauses have been concluded as a suitable guarantee.

10. Social Media

10.1 Our online presence on Instagram (by Meta)

If you have given your consent to the respective social media provider in accordance with Art. 6 (1) (a) GDPR, when you visit our online presence on the social media mentioned above, your data will be automatically collected and stored for market research and advertising purposes, from which user profiles are created using pseudonyms. These can be used, for example, to place advertisements within and outside the platforms that presumably correspond to your interests. Cookies are usually used for this purpose. For detailed information on the processing and use of data by the respective social media provider, as well as a contact option and your rights and settings options for the protection of your privacy, please refer to the provider's privacy policies linked below. Should you still require assistance in this regard, please contact us.

[Instagram \(by Meta\)](#) is provided by Meta Platforms Ireland Ltd., Block J, Serpentine Avenue, Dublin 4, Ireland (hereafter "Meta Platforms Ireland ") The information automatically collected by Meta Platforms Ireland about your use of our online presence on Instagram is typically transferred to and stored on a server at Meta Platforms Inc., 1601 Willow Road, Menlo Park, California 94025, USA. Data processing in the context of a visit to an Instagram (by Meta) fan page is based on an agreement between joint controllers in accordance with art. 26 DSGVO. Further information (information on Insights data) can be found [here](#).

Our service providers are located and/or use servers in the following countries, for which the European Commission has established an adequate level of data protection by decision: USA, Canada, Japan, South Korea, New Zealand, United Kingdom, Argentina:

The adequacy decision for the USA applies as the basis for third country transfers, provided that the respective service provider is certified. Certification is available.

Our service providers are located and/or use servers in these countries: Australia, Hong Kong, India, Indonesia, Malaysia, Singapore, Thailand, Taiwan, Brazil, Mexico: There is no adequacy decision for these countries by the European Commission. Our cooperation with them is based on these safeguards: Standard data protection clauses of the European Commission.

10.2 Vimeo-channel

When you use our Vimeo channel, operated by Vimeo Inc, 555 West 18th Street, New York, New York 10011, USA Vimeo processes the following data from you:

The provider places cookies in your browser. If you are logged into Vimeo, your activities will be merged with other personal data already stored there and assigned to your profile. You can change your cookie preferences here: https://vimeo.com/cookie_policy. Information that and when you visited the site is also collected, as well as your approximate location for language settings, browser and device. This can be done across devices so that, for example,

you can be shown ads in your smartphone browser that match your interests as determined by your browsing behaviour in browsers on other devices, such as PCs or tablets.

Vimeo creates usage profiles from your data for the purpose of target group-oriented advertising and market research and also evaluates these for the purpose of designing its own offers.

You can customise your privacy options and privacy settings for account and videos as indicated in Vimeo's privacy policy: <https://vimeo.com/privacy>.

According to Vimeo, if you are not logged into your Vimeo account, your visit to our website will not be merged with any other personal data.

You can prevent cookies from being saved by selecting "block cookies" in your browser settings. You can also install AdBlocker add-ons or plug-ins. Additionally, all common browsers offer you options for individual handling of cookies. You can install appropriate add-ons or specify that only third-party cookies are blocked, that all cookies are deleted after closing the browser (NOTE: this then also applies to opt-out cookies) or that websites are generally not allowed to track user activity (do-not-track).

11. Contact options and your rights

11.1 Your rights

Being the data subject, you have the following rights:

a) Right of access by the data subject

You have the right to request confirmation from us as to whether your personal data is being processed by us. Furthermore, you have the right to information regarding your personal data that is being processed by us, in accordance with Art. 15 GDPR.

b) Right to Rectification

You have the right to rectification or completion of your data, in accordance with Art. 16 GDPR.

c) Right to be forgotten

You have the right to have your personal data deleted with immediate effect in accordance with Art. 17 GDPR.

- In case they are no longer needed
- In case you have objected to processing on the basis of a special situation on your part and the legitimate interests on our side do not prevail
- In case your data is processed unlawfully
- In case the deletion is necessary for the fulfilment of a legal obligation
- In case you have revoked a consent required for the processing of your data

d) Right to Restriction of Processing

You have the right to restrict the processing of your personal data in accordance with Art. 18 of the GDPR.

- In case you oppose the accuracy of your personal data while we are reviewing it
- In case the processing of your data is unlawful
- In case your data is no longer required by us but you need it to assert, exercise or defend legal claims
- In case you have objected to the processing of your data and it is still unclear whether our legitimate interest prevails

e) Right to Data Portability

You have the right to portability of your data in accordance with Art. 20 GDPR.

f) Revocation of consent-based processing

You have the right to revoke your consent at any time and with effect for the future if we process your personal data for certain purposes.

g) Right to Object Art. 21 DSGVO

RIGHT TO OBJECT IN CASE OF PROCESSING BASED ON LEGITIMATE INTERESTS

YOU HAVE THE RIGHT TO OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA IF THE PROCESSING IS CARRIED OUT BASED ON OUR LEGITIMATE INTERESTS AND THERE ARE REASONS BASED ON YOUR PARTICULAR SITUATION.

RIGHT TO OBJECT TO DIRECT MARKETING

YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF YOUR PERSONAL DATA FOR THE PURPOSES OF DIRECT MARKETING, IN ACCORDANCE WITH ART. 21(2) GDPR.

YOU CAN SEND YOUR OBJECTION AT ANY TIME AND IN INFORMAL FORM TO THE CONTACT INFORMATION ABOVE.

h) How do I exercise my rights?

You can exercise all your rights mentioned above, for example by sending an e-mail to us at the above mentioned contact data. You can also contact us by post, telephone, or in person.

i) Right of appeal

You have the right to complain to a supervisory authority, in particular to the State Commissioner for Data Protection responsible for us:

The Hessian Commissioner for Data Protection and Freedom of Information

Postfach 3163
65021 Wiesbaden
Germany

E-Mail: Poststelle@datenschutz.hessen.de

Tel.: +49 611 14080

Fax: +49 611 1408900

You are free to lodge the complaint with the supervisory authority of your place of residence. Here you can find a list of the data protection commissioners of the federal states: <https://www.bfdi.bund.de/DE/Service/Anschriften/Laender/Laender-node.html>

Right to object

If we process personal data as described above to protect our legitimate interests that are overriding in the process of balancing of interests, you may object to such data processing with future effect. If your data are processed for direct marketing purposes, you may exercise this right at any time as described above. If your data are processed for other purposes, you have the right to object only on grounds relating to your particular situation.

After you have exercised your right to object, we will no longer process your personal data for such purposes unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

This does not apply to the processing of personal data for direct marketing purposes. In such a case we will no longer process your personal data for such purposes.

11.2 Contact options

If you have any questions about how we collect, process or use your personal data, want to enquire about, correct, restrict or delete your data, or withdraw any consents you have given, or opt-out of any particular data use, please contact us directly using the contact data provided in our supplier identification.

Data protection Officer:

Maja Reuter / Feuerhake Anwaltskanzlei

Obere-Masch-Str. 22

37073 Göttingen

Germany

+49 551 53 11 924

datenschutz@bingenheimersaatgut.de

[Data protection declaration](#) created with the [Trusted Shops](#) legal texter und supplemented individually.